

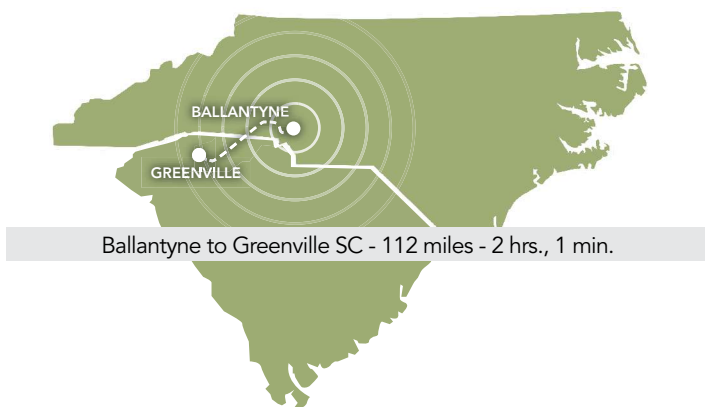
New South Savvy

GREENVILLE:
BIG-CITY DOINGS,
SMALL-TOWN
ATMOSPHERE
By Nan-Bauroth

Liberty Bridge is
a 345-foot-long
suspension bridge in
Historic West End.



Banners and signage in Falls Park promote Artisphere. This year's event is May 11-13.



GREENVILLE, S.C. PERSONIFIES THE NEW SOUTH DONE RIGHT. The heart of this once aging mill town has undergone a renaissance that makes it an ideal destination for foodies, museum-goers, arts aficionados and outdoor enthusiasts alike.

Best of all, everything to see and do is within walking distance or accessible via a free trolley. Add to this the scenic Reedy River that runs right through town — 345-foot-long Liberty Bridge over a gushing waterfall — and you have a good-time getaway no matter which way you turn.

Spring is a perfect time to visit, especially if you like fine arts and crafts. The weekend of May 11-13, the city hosts its annual Artisphere, a free three-day outdoor extravaganza of visual, performing and culinary arts, set in the historic West End.

The centerpiece of this nationally recognized fine arts festival is a juried artist show of 17 media categories, including painting, watercolor, ceramics, fiber, sculpture, woodworking, mixed media, jewelry, metal works and photography — with all work for sale.

In addition to Artist Row, Artisphere features three stages with ongoing performances of dancers, musicians and entertainers, as well as demonstrations by local chefs and artists. In the midst of all this, visitors can indulge food cravings at sample booths sponsored by Greenville's top restaurants.

The family-friendly festival also caters to children with a Kidsphere area where they can craft gifts for Mother's Day. Kerry Murphy, executive director of Artisphere, advises that the event

Greenville's reincarnation as an arts mecca is due in large part to the extensive works of South Carolina painter and sculptor Jasper Johns and American realist painter Andrew Wyeth.



Artisphere features a wide variety of arts at the annual festival.



Mary's Cottage offers a savory heirloom tomato salad.



Soby's is a popular hangout in downtown Greenville.



Glasswork is part of Artisphere's visual array.

now lures thousands of people — so downtown hotel rooms should be booked in advance.

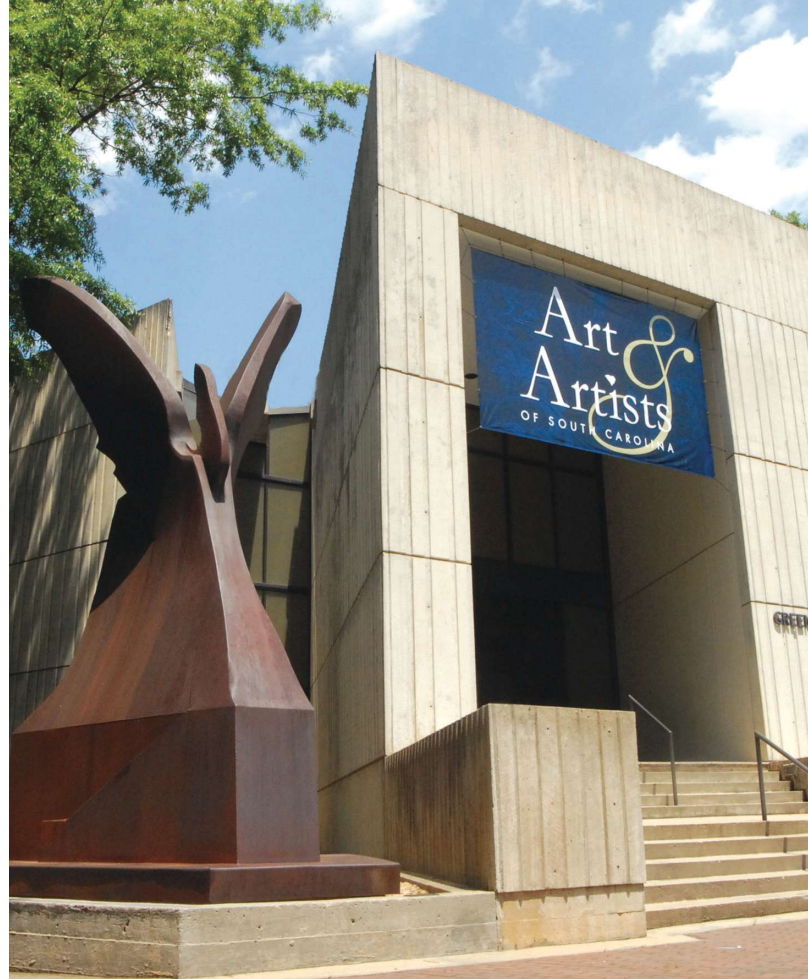
Museums Abound

Greenville's reincarnation as an arts mecca is due in large part to the extensive works of South Carolina painter and sculptor Jasper Johns and American realist painter Andrew Wyeth. Both collections are housed in the Greenville County Museum of Art, located on Heritage Green, the town's cultural campus two blocks from the Hyatt Hotel.

The museum is also known for its Southern Collection, a survey of American art from colonial times to present. Mary McCarthy, communications manager for the museum, notes that on March 14 the Wyeth Collection will reopen featuring some exciting additions.

The Jasper Johns Collection will remain until April 15, then come down to allow the museum to stage a major new show, "Alfred Hutty: Woodstock to Charleston," featuring 60 works of the 20th century American painter whose talent for etching earned him a place in the pantheon of American art. The museum, which offers free admission, is an equal draw for its gift shop, which sells fine art pieces related to the collections, and an array of jewelry.

Three other outstanding museums call Heritage Green home, starting with the Children's Museum of the Upstate, one of the largest of its kind in America. Youngsters can explore 18 hands-on exhibits, including the child-size Bi-Lo grocery store and WTCM studio, where



The Greenville County Museum of Art houses the Wyeth and Johns collections.



The Upcountry History Museum tells the story of South Carolina's Upstate.

The children's museum features the Kaleidoscope Climber, where small fry can expend excess energy.

they can produce their own TV show or play meteorologist.

In the middle of the museum looms the Kaleidoscope Climber, a two-story environment that helps small fry expend excess energy. The museum also features a traveling exhibit with interactive dinosaur-life simulators, life-size dinosaur skulls and a paleontologist field station, an exhibit that

will stay through the end of April, says Nisha Patel, the museum's marketing and public relations manager.

On the western edge of Heritage Green sits The Upcountry History Museum, which celebrates the legacy of Upstate South Carolina through photos, videos, re-created scenes and interactive displays, including talking statues. "We



Kids can produce a TV show at the Children's Museum of the Upstate.



The Upcountry Museum offers a frontier exhibit.

try to focus on individual stories that make up this one big story," says Meg Pierson, the museum's program coordinator.

Starting March 16, a much-anticipated exhibit, "Uniquely Southern Folk Art," will debut featuring paintings, sculptures

and other objects by 25 prominent southeastern artists, including Mose Tolliver, Jimmy Lee Sudduth and Howard Finster.

Also on Heritage Green is the satellite location of Bob Jones University's Museum & Gallery. It offers a fourth



Baseball great Joe Jackson grew up in West Greenville.

haven for art lovers, featuring rotating exhibits from the university's world-renowned collection of art, along with interactive educational displays on topics like the Old Masters.

Baseball fans can also tap their imaginations in Greenville. The Shoeless Joe Jackson Museum is situated across from the city's minor league ballpark (the trolley stops there). The house number

Baseball fans also have their own historic stop, The Shoeless Joe Jackson Museum, situated across from Greenville's minor league ballpark.

is 356, a reminder of Jackson's lifetime batting average, the third highest in baseball history.

Jackson and seven of his Chicago White Sox teammates



DANA RADER
GOLF SCHOOL

Take your game to another level NOW!

HOLIDAY, BIRTHDAY, & SPECIAL OCCASION
GIFT CARDS AVAILABLE

TOP 25 GOLF SCHOOL


- 2 & 3 DAY GOLF SCHOOLS
- PRIVATE LESSON SERIES
- JUNIOR CLINICS & CAMPS
- NEW GOLFER PROGRAMS
- CUSTOM CLUB FITTING
- CORPORATE TEAM BUILDING & ENTERTAINMENT ...AND MORE!


CALL US NOW TO ENROLL
704.542.7635




THE BALLANTYNE
A LUXURY COLLECTION HOTEL

Open to the Public
www.danarader.com





GOLF DIGEST
AMERICA'S
50 GREATEST
TEACHERS
2011 - 2012





Catering Trays are Perfect for Game Days, Holidays or Mondays.



Pick up a reheat-able Chicken Nugget tray on Saturday for your next day event.

Chick-fil-A®

STONECREST AT PIPER GLEN
704-540-9690
7910 Rea Road • Charlotte, NC 28277

ONLINE ORDERING AVAILABLE
www.chick-fil-a.com/stonecrestatpiper Glen

 Like us on facebook: www.facebook.com/ChickfilaStonecrestatPiperGlen

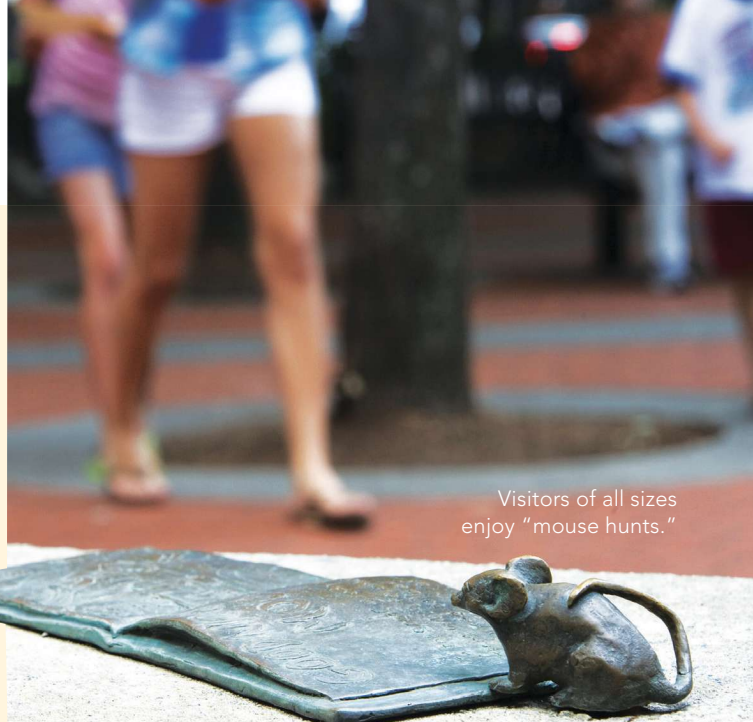
were banned from baseball for throwing the 1919 World Series, despite acquittal in a court of law. This small museum tells how Jackson rose from laboring in the mills at age 16 to baseball fame. Arlene Marcley, museum president and founder, has spent years researching the baseball star in the hopes of reinstating him in the National Baseball Hall of Fame. The museum, open Saturdays or by appointment, is free, relying on donations and sales in the gift shop.

YES, MICE ON MAIN!

Children have a secret pleasure waiting on Greenville's Main Street.

Inspired by Margaret Wise Brown's book, "Goodnight Moon," eight permanent tiny bronze sculptures of mice are hidden along the nine-block stretch between the Hyatt Hotel and Westin Poinsett, waiting for youngsters to find them.

For helpful hints, visit www.miceonmain.com.



Visitors of all sizes enjoy "mouse hunts."

Downtown Pleasures

For a metro area its size (nearly a half million in Greenville County alone), Greenville manages to pack all the big-city amenities — top-rated hotels, inventive restaurants and unique shopping venues — into a small town with its attendant charm.

You can check in downtown at the Westin Poinsett, Hyatt, Hampton Inn or Courtyard Marriott, and you're good to go all day and night.

Top shopping picks include Mast General Store, a throwback with its barrels of penny



Devereaux creates culinary art with its grilled sea scallops.



White chocolate banana cream pie is favorite at Soby's.



NoseDive is a gastropub with wine on tap. It doubles as a late-night haunt.

candy; Pedal Chic, which claims to be the only cycling and athletic boutique in the Southeast just for women; O.P. Taylor's, a toy fantasyland; Greenville Gemstone Mine, where you can buy natural wonders (including dinosaur dung!) and mine for gems

by the bucket; and Michelin on Main, the company's only trademark retail store in America selling merchandise emblazoned with Bibendum, the signature Michelin Man.

An equal draw to arts and entertainment in Greenville is food. The city's dining



Mary's Cottage in Falls Park is a great spot for an outdoor lunch.



NEW YORK LIFE
Robert Yatko, CLTC
 Financial Services Professional
New York Life Insurance Company
 Licensed Agent
 6100 Fairview Road
 Suite 400
 Charlotte, NC 28210
 Bus. 704 371 8575
 rayatko@ft.newyorklife.com
The Company You Keep®
Registered Representative
 NYLIFE Securities LLC, member FINRA/SIPC
 A licensed insurance agency

GRAND OPENING!

Serenity

Hair Spa

- NYC trained
- Worked fashion week NYC
- Customized hair color to fit your style
- Multi-dimensional highlights & low lights
- Fashionable Hair Cuts
- Formal event hair done w/ needle & thread
- Aquage, Biomega, and Kenra Platinum
- Threading specialist \$10 eyebrows & \$8 lip
- \$20 OFF* any service except blowouts (one time use)
- \$20 Mens Haircuts*

*Can not be combined with any other offer

16131 Lancaster Hwy
 Suite 4
 Charlotte NC
 28277
704 541 1101
www.serenityhairspa16131.com

BALLANTYNE®

magazine

To advertise in
 Ballantyne Magazine
 call Marcy Saele.



704.248.2155
 msaele@ballantynemagazine.com
 www.ballantynemagazine.com

revolution began at the renowned Soby's, transformed from an old shoe warehouse, which still draws a big crowd for its authentic New South cuisine rooted in the farm-to-table movement.


Owner Carl Sobocinski now owns three other top-rated restaurants downtown: Devereaux's, a fine dining establishment set in a century-old cigar factory; The Lazy Goat, a social dining experience focused on Mediterranean fare; and NoseDive, a gastro-pub with wine on tap that doubles as a late-night haunt for entertainment goers.

For casual lunches, insiders recommend Soby's On the Side, Brick Street Café in the West End or the Overlook Grille with its serene view of Reedy River Falls.

The Great Outdoors

For a taste of Mother Nature, you can explore 35 acres of green space, terraced gardens and a thriller suspension bridge in Falls Park. Avid cyclers and walkers make tracks for the popular Greenville Hospital System Swamp Rabbit Tram Trail that runs 13.5 miles alongside Reedy River on an abandoned rail line between downtown and the berg of Traveler's Rest.

Bring your bike or rent one nearby, and then reward yourself with a bite at the cyclists' favorite pit stop, The Café at Williams Hardware in Traveler's Rest.

For a shorter workout, just stroll the trail out to the scenic wooded campus of Furman University and then make your way back downtown — where more adventures await. 

HOW TO GET THERE

The quickest route to reach Greenville from Ballantyne is to take I-485 West to I-85 South. Get off at I-385 North, which leads you directly into downtown. The trip takes about two hours.

WANT MORE INFO?

Request or download the definitive Michelin Greenville and Upcountry Visitor's Guide at www.greenvillecvb.com. If you have a smartphone, you can bookmark m.greenvillecvb.com for getaway updates.

For detailed maps and info on the Swamp Rabbit Tram Trail, visit www.greenvillerec.com/parks/swamp-rabbit.